MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

DBS5624 – ELECTRONIC BUSINESS

12 OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **9** pages with **2** sections.
2. Answer **ALL** questions.
3. For **Section A**, shade your answers in the OMR sheet provided.
4. For **Section B**, write your answers in the answer booklet provided.

SECTION A: Multiple Choice Questions (40 Marks)

1. BMX Company is a physical shop selling hardware products offline for more than 20 years ago. Recently, they decided to sell online for their customers' convenience. This business activity currently **BEST** referred to _____.
   A. pure play
   B. brick-and-mortar
   C. disintermediation
   D. click-and-mortar

2. Which of the following are the reason(s) for e-business company to fail initially?
   A. Lack of financial skills.
   B. Little experience with marketing.
   C. Not ensuring they have the inventory and distribution setup to meet the fluctuating and increasing demand for their products.
   D. All of the above.

3. According to the Electronic Commerce Framework, order fulfillment, logistics, payments, content, and security system development are _____.
   A. electronic commerce applications
   B. part of the EC infrastructure
   C. support services
   D. supply chain management activities

4. Intrabusiness network is also known as _____.
   A. Government-to-employees
   B. Business-to-employees
   C. extranet
   D. extrabusiness network

5. There are several forms of e-commerce digitization including _____.
   A. the ordering system, processing, and shipping method
   B. the business process, the collaboration, and the transaction
   C. the payment method, the delivery method, and the production method
   D. the marketing channel, the agent, and the collaboration method

6. Company TM uses technology as a competitive advantage in its internal and external operations. This refers to _____.
   A. Digital enterprise
   B. Corporate portal
   C. Digital commerce
   D. Corporate intranet

Continued...

7. Which of the following is **NOT** one of the benefits that e-business provides to consumers?
   A. Global reach
   B. Instant delivery
   C. Enable telecommuting
   D. Instant respond

8. The functions in _____ allow users to accumulate items, review what has been selected, make modifications or add extra items if needed.
   A. front end
   B. technology
   C. back end
   D. shopping cart

9. The *www.airasia.com* website is a single point of access, also known as _____ through a Web browser, to critical business information located inside and outside an organization.
   A. browser
   B. web portal
   C. intermediary
   D. search engine

10. Multimedia University open a tender for contractors to bid to get the right to complete the project. The institution will place the bid for the project on a request for quote system, potential suppliers bid on the job, with the price reducing sequentially, and the lowest bid wins; this describes _____.
    A. forward auctions
    B. bidding auction system
    C. reverse auctions
    D. tendering system

11. Competences and services provided by social media network include _____.
    A. discussion forums
    B. viewing and sharing photos, videos, and documents
    C. blogs for discussion and dissemination of information
    D. All of the above.

12. The _____ is a system under which buyers make a suggestion for a product's price and the transaction occurs only if a seller accepts this quoted price.
    A. forward auction
    B. double auction
    C. reverse auction
    D. name-your-own-price model

Continued...

13. Which of the following is **NOT** a benefit of e-auction to the seller?
    A. Improve customer relationship and loyalty.
    B. Optimal price setting.
    C. Can liquidate large quantity.
    D. Entertainment.

14. Stores that provide customers more information about products and promotions while in or near the facility defined as _____.
    A. location-based commerce
    B. mobile computing
    C. event-driven commerce
    D. service on demand

15. Huawei sells their devices online and customer can go to their physical shop to buy the devices of their choice. The business model of Huawei is known as _____.
    A. multichannel business model
    B. indirect marketing
    C. concurrent business model
    D. revenue enhancement

16. Maryam has just started venture into the retail business and she decided to email everyone in her mailing list to promote her new business and she included a discount on certain products in her shop. This type of promotion can be categorized as _____.
    A. referral marketing
    B. information marketing
    C. viral marketing
    D. display marketing

17. Based on distribution channel used, which of the following is **NOT** a Business-to-customers (B2C) model classification?
    A. Pure-play e-tailers
    B. Click-and-mortar retailers
    C. Internet malls
    D. Online medical diagnostic center

18. Major advantages of e-commerce to sellers include each of the following **EXCEPT** _____.
    A. higher communication cost
    B. efficient procurement
    C. lower inventories
    D. fewer permits and less tax

Continued...

19. Which of the following is **NOT** a characteristic of online banking?
    A. It saves users time and money.
    B. It is more expensive for banks.
    C. It is increasing peer-to-peer (P2P) online lending.
    D. It is becoming an enabling feature of business growth in the developing world.

20. When a government interacts with the citizens by providing information and provide the benefits of electronic payment, the e-government category is called _____.
    A. government-to-business
    B. government-to-citizens
    C. government-to-public
    D. government-to-individuals

21. Which of the following is **NOT** part of e-government?
    A. Lelong.com seller selling surplus army supplies.
    B. Contractor submitting an application online for permit to import building materials.
    C. Unemployed worker checking the Suruhanjaya Perkhidmatan Awam web site for job openings.
    D. Citizen renewing their driving license with MyEG.

22. In 2018 Malaysia general election, politicians are using each of the following to communicate with voters and citizens **EXCEPT** _____.
    A. RFID
    B. facebook
    C. blogs
    D. YouTube

23. Which type of government shares information more quickly and conveniently between the federal government and Melaka State government?
    A. Government-to-citizens
    B. Government-to-government
    C. Government-to-business
    D. Government-to-education

24. The task where existing knowledge must be identified as valuable and be represented in a reasonable way is known as _____.
    A. capturing knowledge
    B. managing knowledge
    C. refining knowledge
    D. storing knowledge

Continued...

25. Which of the following is the disadvantage of virtual university?
    A. Students can take classes from home or anywhere.
    B. The fee is lower compare to traditional education.
    C. The concept is popular and but with a longer period of time.
    D. Students have to discipline themselves.

26. Collaborative Commerce (C-Commerce) is moving ahead slowly in many companies because of _____.
    A. lack of internal integration
    B. lack of skills to conduct c-commerce
    C. distrust over who has access and control to information
    D. all of the above

27. Which of the following drives mobile commerce?
    A. Congested bandwidth.
    B. Smaller mobile workforce.
    C. The service economy.
    D. Increased price of mobile data plan.

28. What is the benefit of mobile commerce to persons and clients?
    A. Allows internet commerce from any place, anytime.
    B. Time consuming to make order.
    C. Reduce training time and help desk resources.
    D. Expedites information flow to and from mobile employees.

29. *"Knowing where a user is physically located at any particular moment is key to offering relevant mobile advertisement or services in real time."*

    Which of the following **BEST** describes the above attribute of mobile commerce?
    A. Ubiquity
    B. Personalization
    C. Localization
    D. Convenience

30. A technology that comprises of satellite navigation system used to determine the ground position of an object is known as _____.
    A. Worldwide Interoperability for Microwave Access (WiMAX)
    B. Interactive Voice Response (IVR)
    C. Wireless Application Protocol (WAP)
    D. Global Positioning System (GPS)

Continued...

31. What is the benefit of mobile workforce support?
    A. More time to spend with coworkers.
    B. Can monitor real-time stock prices and trade online.
    C. Conduct financial transactions anytime and anywhere.
    D. Can complete processes in a uniform fashion with minimal data entry errors.

32. Which of the following is **NOT** a major value-added attributes of the mobile commerce landscape?
    A. Interactivity
    B. Localization
    C. Safety
    D. Personalization

33. Ethical issues raised by mobile commerce include each of the following **EXCEPT** _____.
    A. limited access to data and documents
    B. privacy invasion
    C. infringing on workers' personal time
    D. isolation

34. Characteristics of mobile devices that need to be considered when designing mobile computing systems include each of the following **EXCEPT** _____.
    A. screens
    B. input capabilities
    C. memory
    D. bandwidth

35. Students from section A-5 communicate and discuss with one another using mobile devices **BEST** describes _____.
    A. mobile marketing
    B. mobile media clubs
    C. mobile social networking
    D. telemarketing

36. Benefits of mobile commerce to customers include _____.
    A. save money on customer service
    B. better self-service possible
    C. increase trust via direct conversation
    D. get free advertisement

Continued...

37. Which of the following is **NOT** the benefit of social shopping?
    A. Can get super deals via group buying and daily specials.
    B. Decreases confidence and trust in online shopping.
    C. Can interact with vendor representatives.
    D. Can learn from others' experiences.

38. Which of the following is **NOT** a social shopping model?
    A. Group buying
    B. Location-based shopping
    C. E-entertainment
    D. Peer-to-peer models

39. There are few roles in social media and electronic commerce. The role of _____ is to connect with other people in order to find out the information, skills, and obligations they need to conduct their daily lives.
    A. connector
    B. seeker
    C. salesman
    D. maven

40. For rating and reviews, _____ is the customer stories typically published on an electronic commerce site, allowing comments and discussions.
    A. customer ratings and reviews
    B. customer testimonials
    C. sponsored reviews
    D. conversational marketing

(Total: 40 marks)

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SECTION B: Structured Questions (60 Marks).

QUESTION 1

(a) List any **SIX (6)** potential benefits of social commerce to customers.

(6 marks)

(b) Briefly explain any **THREE (3)** benefits of enterprise business social networking.

(9 marks)

(Total: 15 marks)

QUESTION 2

Based on the distribution channel used, identify **FIVE (5)** categories of e-tailing business models. Provide an example for each category.

(15 marks)

(Total: 15 marks)

QUESTION 3

(a) Define electronic government.

(2 marks)

(b) Identify and describe **FOUR (4)** e-government categories.

(8 marks)

(c) List **FIVE (5)** drivers of e-learning.

(5 marks)

(Total: 15 marks)

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QUESTION 4

(a) Mobile computing has changed the landscape of doing business but the convenience provided by mobile computing comes with many limitations especially in the technical part of mobile computing. List **EIGHT (8)** of the technical limitations.

(8 marks)

(b) Define the following terms:

(i) social ads

(2 marks)

(ii) social apps

(2 marks)

(c) Differentiate between social customer relationship management (SCRM) and customer relationship management (CRM).

(3 marks)

(Total: 15 marks)

End of Paper.